



June 2015

WHAT'S NEW

MSCA 2015 Benchmark Survey Is Now Open

MSCA members are often interested in how their businesses compare to others in the industry. The opportunity to obtain this information is now available. MSCA recently opened the 2015 Benchmark Survey, which will determine the key performance indicators (KPIs) in the HVACR and plumbing service industry.



The survey link was emailed to members on June 8. We urge you to take the time to complete the survey and provide accurate responses. Simply put: The survey results will only be significant if an ample number of companies participate. Please involve others in your company who may be better able to respond to some of the questions.

Participating in this survey is your ticket to having access to the results, which will be revealed during this year's Bonus Program on October 18 at The Broadmoor in Colorado Springs, CO. During this program ("Leveraging Key Performance Indicators to Drive Results"), attendees will receive a copy of the survey results and learn how to best to use the survey's KPIs to enhance profits, ROI, and operational performance.

For those who do not attend the Bonus Program, the survey results will be made available after the conference only to those who participated in the survey.

Responses will be accepted through June 26, 2015. If you did not receive the email with the survey link or if you have any questions, please contact [Barbara Dolim](#).

Register Today for MSCA 2015

The 30th Annual MSCA Educational Conference is now open for registration. Themed "**The View from Above**," MSCA 2015 is designed to help you develop a fresh perspective on lessons learned and the outlook you have for your company and yourself.



(Register Today for MSCA 2015 – cont.)

View the [conference brochure and registration form](#) to register and learn more about conference programming, or [sign-up online](#). Contact [Sobeida Orantes](#) with conference and hotel registration questions.

Nominate Someone Today for the MSCA Everyday Hero Award

Many of your employees are passionately (and sometimes quietly) involved in activities that make a difference in the lives of others - and that deserves to be celebrated.



For the second year, MSCA will recognize one person from a member company at the 2015 MSCA Educational Conference in Colorado Springs, CO, for his or her contributions, no matter how big or small.

This is a great opportunity to highlight those unsung "do-gooders" in your company who freely give their time, attention, resources, and/or expertise to benefit others, but may not even realize the magnitude of their impact.

We need your help to find a group of extraordinary people to select from, so please take the time to nominate one or more people in your company that you believe are deserving of this honor.

Don't underestimate the goodwill you get and give simply by acknowledging others. **The deadline for submissions is July 1, 2015.** [Download the form](#) to nominate someone today. Contact [Dania Soto](#) with any questions.

NEW! Technician Training and Recruiting Article

To help address the state of the industry concerning the labor force, MSCA has a Web page dedicated to technician training and recruiting with resources to help you maneuver these upcoming changes.



Visit www.msca.org/recruiting to access this content, or click on the *Technician Training and Recruiting* link located on the MSCA Quick Links sidebar of the MSCA homepage.

A new article titled *"Where Are They? Working with Local Technical Training Schools"* has just been published. New resources will be featured on the website as they become available, so check back often.

Past Chairman Richard Starr Throws First Pitch

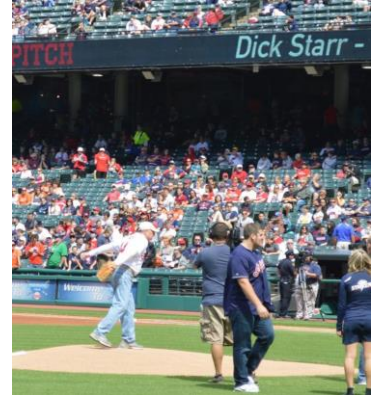
MSCA's 2013-2014 Chairman Richard Starr was a star for the day on the pitcher's mound in Progressive Field, home to the Cleveland Indians baseball team.

(Past Chairman Richard Starr Throws First Pitch – cont.)

Because Starr is an avid fan of his home team, MSCA's thank-you gift for his contributions to the organization as chairman was the opportunity to throw the ceremonial pitch on June 6, 2015, to kick-off the game.



Starr's fervor was contagious - the Cleveland Indians won 2-1 against the Baltimore Orioles that day. Many thanks to the Cleveland Indians for partnering with MSCA to make Starr's dream a reality.



It's Not Too Late to Apply for an MCERF Student Internship Grant

Applications for the 2015 Student Internship Grants, which are funded by the Mechanical Contracting Education & Research Foundation (MCERF) and administered by the MCAA Career Development Committee, are still available.



All MSCA and MCAA members who hire student interns to work in their operations this year are eligible to apply. Each grant is \$1,500, and is intended to help members cover the intern's salary.

There are many benefits to hiring a student: the intern gains valuable practical experience, knowledge and skills for his/her long-term career development and the employer gains the fresh perspective and technology prowess of a rising young professional.

Visit www.mcerf.org/initiatives/education-careers/internships to learn more and access the online application form. For questions about the program, contact Ann Mattheis at amattheis@mcaa.org.

Participate in Convoy of Hope's Workplace Giving Program

For more than 20 years, Convoy of Hope has been spreading compassion and hope in the U.S. and around the world. Through children's feeding initiatives, community outreaches, disaster response, and partner resourcing, lives are changed every day. The organization is now looking to change one more through its **feedONE initiative**.



MSCA is partnering with Convoy of Hope once again to give members an opportunity to make a difference in the lives of hungry children. Through payroll deductions, your company and employees can choose how many children you want to impact during your customized campaign. For every \$10 raised, Convoy of Hope will feed one child for an entire month.

Contributions are now being accepted. Convoy of Hope will provide all promotional materials, access to videos, and a step-by-step process so you can effortlessly start a campaign at your company.

Contact Eric Neubauer at eneubauer@convoyofhope.org or Rick Zorehkey at rzorehkey@convoyofhope.org today for more information about the program or to get started. Both can also be reached by phone at 417-823-8998.

[Hear Kate's story](#) to learn how you can change a life through feedONE.

UPCOMING EVENTS

Learn the Foundations of an Effective Team with Steve Thomas' Next Webinar

When: September 2, 2015 - 1 p.m. EDT

Where: Online

Acclaimed MSCA presenter Steve Thomas will continue his discussion on how to build and manage effective teams with his fourth webinar in the six-part series.

Registration is now open at <https://msca.webex.com>.



Sign-Up for the Last Dispatcher Training in 2015



When: September 14-15, 2015

Where: St. Louis, MO

Join MSCA for the last Dispatcher Professional Development Training of the year. This program will help new and experienced dispatchers understand their true role in the company and further develop their ability to

(Sign-Up for the Last Dispatcher Training in 2015 – cont.)

contribute to your company's success as they advance their careers.

Register for this program at www.mcaa.org/education/msca/dispatcher. Contact [Sobeida Orantes](#) with any registration questions.

Register for Service Managers Training

When: November 9-12, 2015

Where: San Antonio, TX

MSCA's accelerated Service Managers Training will help service professionals improve their management and leadership skills, and effectively contribute to the bottom line of their organizations. Developed with the service manager's typical day-to-day issues in mind, this highly interactive, hands-on workshop will give participants the fundamental financial and interpersonal skills they need for managing all aspects of the service operation.

This program is recommended for managers with all levels of experience, including those who have come up through the trades with little or no formal training as well as those who want to enhance their leadership skills to better serve their teams.



Class size is limited, so register today at www.mcaa.org/education/msca/svcmgrtraining. Contact [Sobeida Orantes](#) with registration questions.

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LEVEL 3 (cont.)



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